

City of Franklin
50th Anniversary Committee Minutes
Wednesday, July 12, 2006

Chairman, Ken Skowronski called the meeting to order.

Roll Call:

Present – Barb Barbian, Al Block, Matt Englert, Rosanne Burac-Englert, Ald. Al Hammelman, Bob Herman, Sue Herman, Norm Hintz, Patty Johnson, Bob Knackert, Sgt. Patrick Scalise, Bill Tietjen, Ald Ken Skowronski, Bill Wurcherer

Minutes from the meeting of June 28, 2006 were approved.

Updates provided as follows:

Historical Society

***City of Franklin History Book* –**

Al Block indicated that approximately \$1789.50 was sold at the 50th tent (July 2-4) and another \$1700 sold at the Town Hall. Approximately 500-600 visitors visited the Historical Buildings during the Civic Celebration. Al presented the History Book to the seniors at their monthly meeting at Clifford's and sold another \$480. The Historical Society is exploring new venues to sell both the History Book and the Children's History Book. Ald. Ken Skowronski requested each alderman receive a complimentary copy of the history book at the next Common Council meeting on Tuesday, August 1. Lisa Ridgely from the Hub will be present for photographs. Bob Herman also agreed to attend to get official 50th photos. Al mentioned that they are missing a niche in the market, 30-50 somethings. The 50th Committee agreed that the August 19 Family Day will be a good opportunity to sell more books to this market.

Al Block requested that a sample of all 50th memorabilia be given to the Historical Society to preserve. The committee agreed to provide to Al.

Public Relations for Events

Patty Johnson indicated the flyer and poster will be updated to reflect only the August 19 Family Day. Also, the sponsor list will be updated as necessary. Patty presented two advertising alternatives:

- Three ½ page ads in the HUB = \$1000
- Three ½ page ads in the HUB, in return receive three ½ page ads in the Southwest Group, which includes the Franklin HUB = \$2600
- The ads would run three times in the Franklin Hub: Thur Aug 10, Thur Aug 17, Thursday, Aug. 24 (Thank You Ad).

A motion was made by Bill Tietjen to approve the \$2600 package, Rosi Burac-Englert 2nd the motion, all agreed, the motion was passed.

July 01 – 04 – Civic Celebration

Summaries provided for the 50th events:

Trolley for the parade - Matt Englert provided a review: Two trolleys, both filled, one with Franklin Founding Families and the second to honor our senior citizens. Each passenger was provided with a piece of the 50th Anniversary cake, water and a commemorative t-shirt. The Founding Family sign on the trolley will be on display in the city hall foyer.

50th Anniversary Committee Minutes
Wednesday, July 12, 2006
Page 2

The brat-eating contest - Ald. Ken Skowronski provided a review: 23 contestants, the \$20 entry fee was waived. John Klement Jr. and his wife were present. They were delighted to see how successful the contest went. This was the first brat-eating contest sponsored by Klement's.

50th Anniversary Cake – Bill Tietjen indicated that the cake went over well with Franklin families after the parade. We ran out of plates, but served the remaining cake on napkins...all were happy.

50th Tent - Rosi Burac-Englert provided an overview of the revenues generated at the 50th tent July 2, 3, and 4. The total sales were \$2,834.00 of this \$1,789.50 went to the Historical Society, \$560 to the Cultural Committee and \$484.50 to the 50th Committee. .

Saturday, August 19 – Franklin Family Day at the County Sports Complex

Sponsorship/fundraising - Barb Barbian shared the responses received thus far for both financial donations and gift certificates. Also, there are several business that have elected to have a booth at the indoor exhibits. Since space is limited, all responses are time-stamped and booths will be provided on a first-come basis. Ald. Ken Skowronski indicated that our major expenses; bands, Comedy Sportz, tent, chair and table rental, and fireworks are now covered by sponsors. Additional monies will be used to cover miscellaneous expenses for children's activities, advertising, signage, etc.

Indoor Exhibitors - Norm Hintz indicated the Wisconsin Master Gardner's would have an exhibit booth. Also Aurora has requested a booth. It was agreed that there would be a member of the 50th committee who would greet/direct exhibitors as they arrive to set-up. Barb Barbian agreed to handle. Also have two exhibitor requests as a result of the recent fundraising letter to date.

50th Memorabilia – Two locations (one inside, one outside) will be provided for sale of all items (History Book, Children's History Book, mugs, cards, beer steins, t-shirts, playing cards, cookbook). There was discussion of discounting items as a special one-day sale.

Grounds Layout - Bill Tietjen and Ald. Ken Skowronski will meet with Dawn Turnipseed at the Sports Complex on Thursday, July 13 to review:

- Layout of tents/children's activities/portable toilets/power
- Parking layout, alternatives for overflow, personnel to direct traffic
- Indoor Exhibit needs
- Volunteers – What will County provide in terms of grounds crew, parking and how many volunteers does the 50th Committee need to provide as back up.

Ald. Al Hammelman mentioned that a note card with all personnel cell phone numbers needs to be provided to all key members.

50th Anniversary Committee Minutes
Wednesday, July 12, 2006
Page 3

Saturday, August 19 – Franklin Family Day at the County Sports Complex - continued

Volunteers - Once Bill Tietjen has determined what level of service the County personnel will provide, we can then put together a list of volunteer needs and start recruiting. Barb Barbian mentioned that the Scouts anticipate a roll in volunteering. Bill Wucherer will order yellow volunteer t-shirts with the 50th Logo when number is determined. August 4th is the deadline to provide Bill Wucherer with this information.

September Event - Ald. Ken Skowronski indicated that the event will be underwritten by Northwestern Mutual. The music, the Airman of Swing has been contracted. Next step will be to send out formal invitations, at obtain items/services for the silent auction valued at least \$50 or greater. A few items will be vocally auctions and the remaining will be a silent auction. Gift bags will be made for all sponsors. This will be a black-tie affair.

Expenses

Alderman Ken Skowronski presented the committee with three expense vouchers. A motion was made by Bill Tietjen to pay the expenses, Sue Herman 2nd the motion, all agreed, the motion was passed.

Agenda Items for next meeting-

- Date: July 26, 2006
- Location: Milwaukee County Sports Complex (to be confirmed via agenda)
- Time: 6:30 p.m.
- August 19 - Update on sponsorship/fundraising letters, PR, volunteers, grounds layout, indoor exhibitors, parking, security

The meeting adjourned at 8:15 p.m.